



Enghouse Interactive



Condition your contact centre
to improve performance

Presenter: Jeremy Payne

Customer Loyalty
Sales Performance
Service Efficiency
Staff loyalty



“Understanding the goals you’re trying to achieve”

The 3 Main Approaches



Track performance of broad KPIs over a time period and identify areas of concern or change

Modify processes
Review training
Build business case for new systems



Monitor in real time and make changes immediately

Defuse difficult customer situations
Retain customers
Resolve customer issues

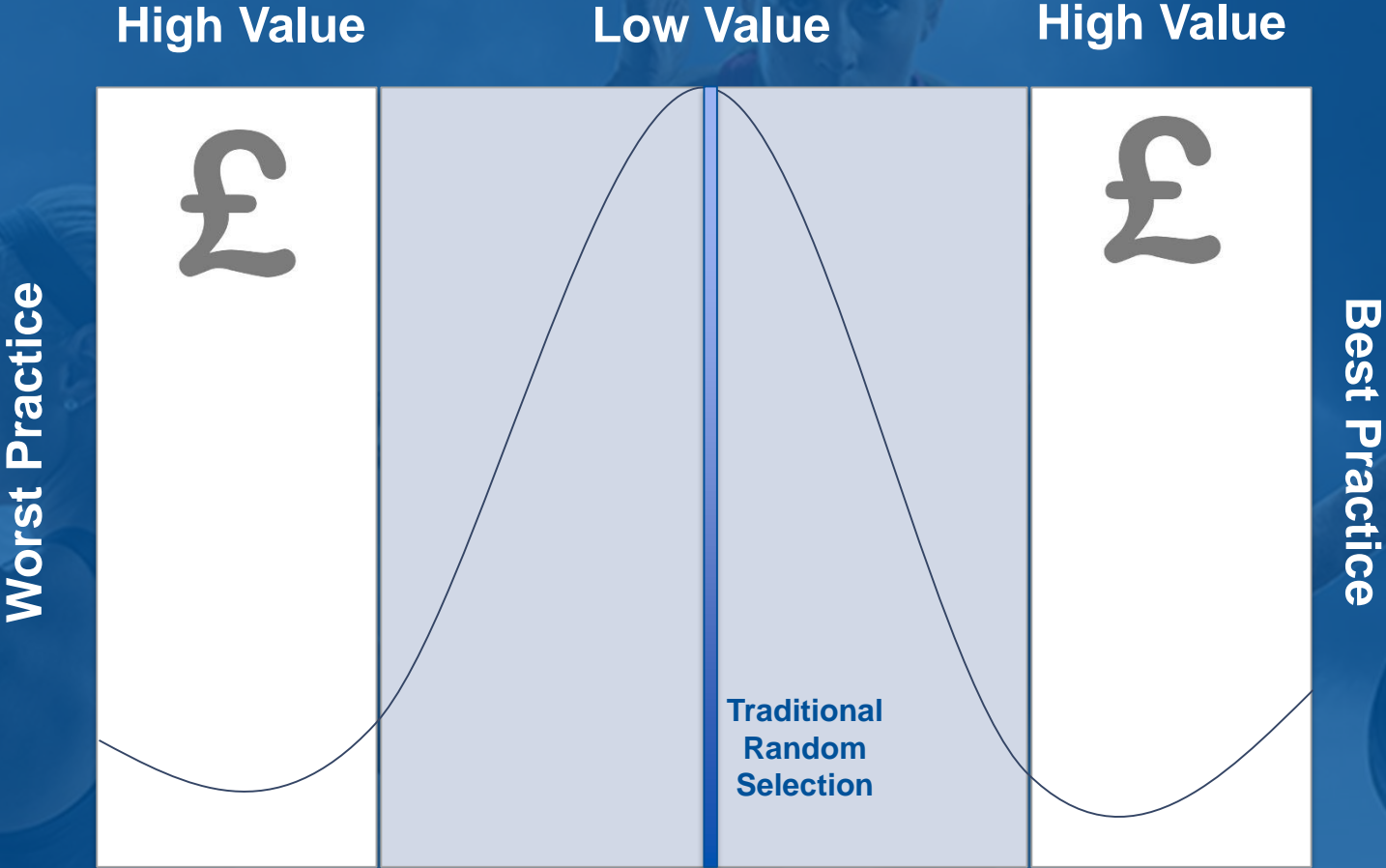


After event management and changes behaviour to improve outcomes

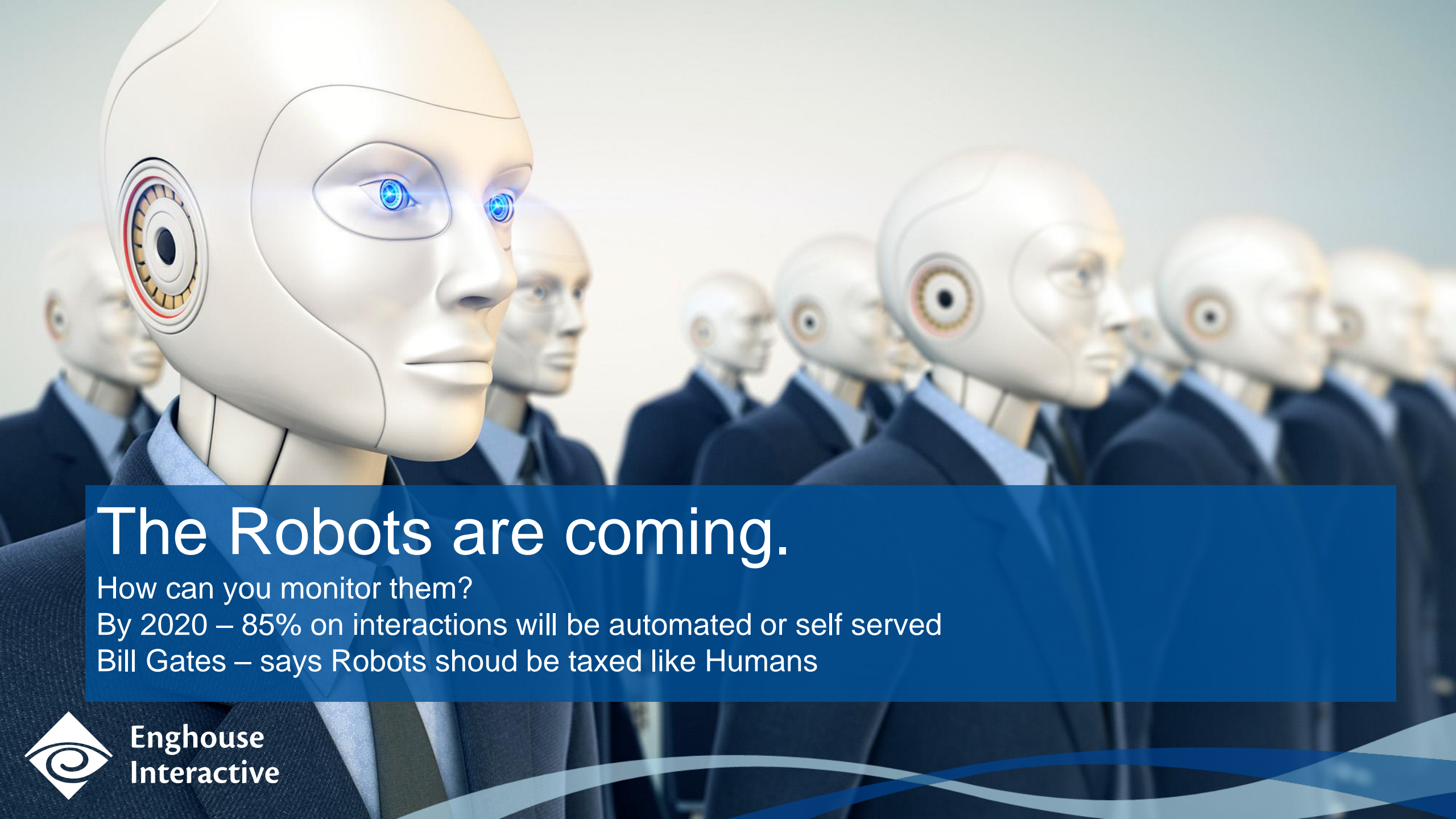
Targeted agent feedback
Modify agent schedules

Results

Random Selection – Are you Staring through Straws?



Quality of customer Interactions



The Robots are coming.

How can you monitor them?

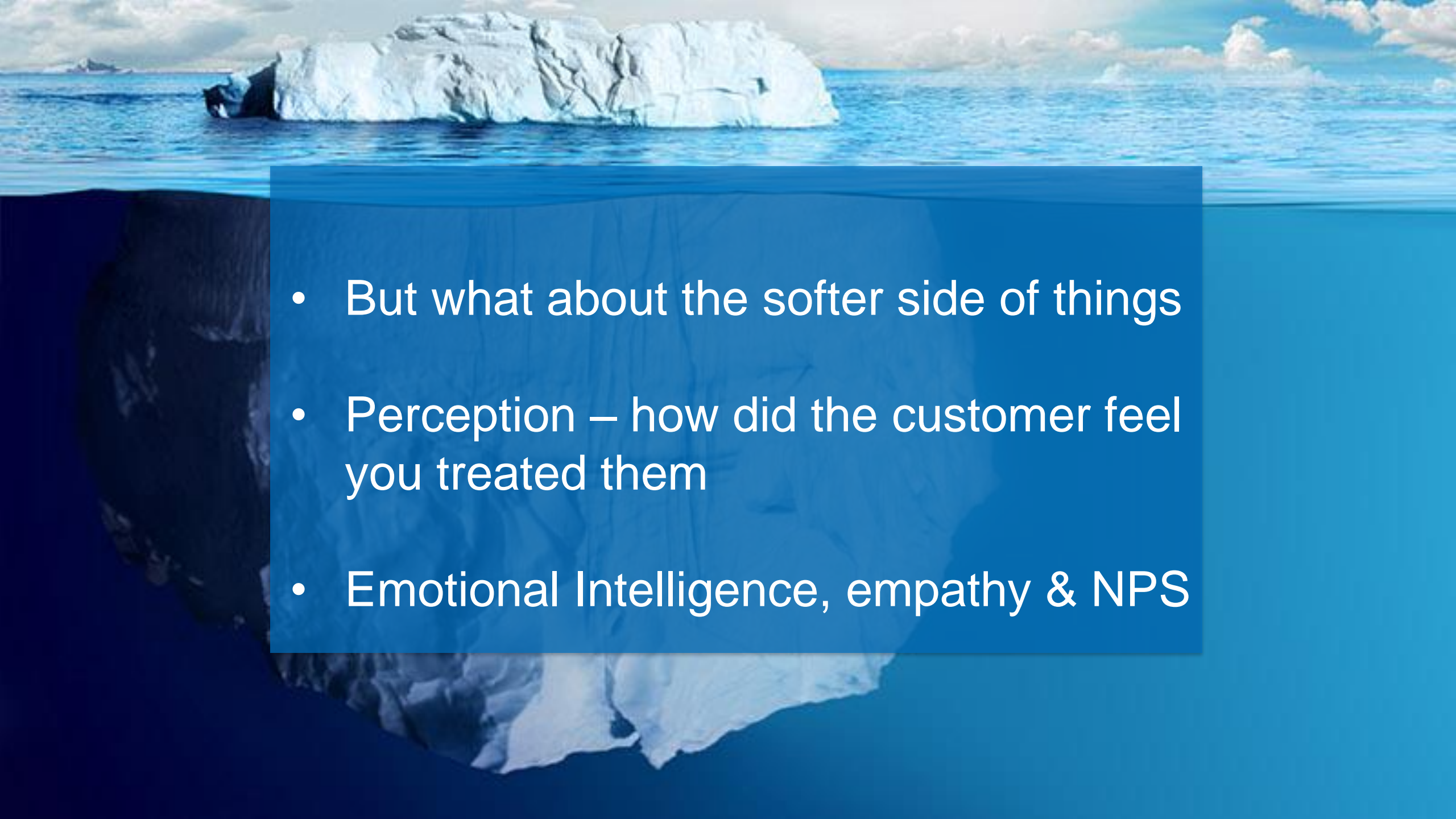
By 2020 – 85% on interactions will be automated or self served

Bill Gates – says Robots should be taxed like Humans



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...customers want **effortless**
customer service

- 
- A photograph of a large iceberg floating in the ocean. The top part of the iceberg is visible above the water, while a much larger, jagged portion is submerged below the surface. The sky is blue with some clouds, and the water is a deep blue. A semi-transparent blue rectangle is overlaid on the right side of the image, containing a list of bullet points.
- But what about the softer side of things
 - Perception – how did the customer feel you treated them
 - Emotional Intelligence, empathy & NPS

ALIGNING YOUR BUSINESS GOALS & KPI's



MEASURING YOUR STAFF



MEASURE YOUR SYSTEMS



MEASURE YOUR PROCESSES
& POLICIES



EMOTION

STAFF SCHEDULING

BUSINESS ACTIVITY
MONITORING

SPEED OF CUSTOMER
JOURNEY

CUSTOMER EFFORT

COMPLIANCE

AVAILABILITY

OF SYSTEMS INTERACTED
WITH

DID THEY BUY MORE

REAL TIME MONITORING/
COACHING

CONNECTIVITY ACROSS THE
BUSINESS

AMOUNT OF TIME ASKING
CUSTOMER INFORMATION

WOULD CUSTOMER RETURN
OR RECOMMEND

FEEDBACK

ADHERENCE/ DASHBOARDS

NEED TO ESCALATE TO
SUPERVISOR

DID THEY FEEL YOU CARE

KPIS/ ANALYTICS

ONE VIEW OF THE
CUSTOMER

FEEDBACK



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WHICH TOOLS CAN – measure staff

MEASURING YOUR STAFF

INTERACTION
RECORDING

AGENT/ SERVICE
EVALUATION

SPEECH
ANALYTICS

WORKFORCE
OPTIMISATION

CALL
RECORDING

SCORECARDS

REAL-TIME
SPEECH ANALYTICS

WORKFORCE
MANAGEMENT

SCREEN RECORDING
(whole screen or individual apps)

SURVEY

BATCH ANALYTICS
(historical analytics)

FORECASTING

MONITORING

SCHEDULING
(SHIFT PLANNING)

REAL TIME
WALLBOARDS

E-LEARNING

HISTORICAL
REPORTING

ANAYLTICS
OUTPUT



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WHICH TOOLS CAN measure processes, emotions and system performance

MEASURE YOUR PROCESSES & POLICIES

BUILT IN ANALYTICS

SYSTEM USAGE

WRAP CODES

SERVICE LEVEL

UC PRESENCE

REALTIME DASHBOARDS

The screenshot shows the TouchPoint interface for a supervisor. It displays a table of agent performance metrics. The table has columns for Time in this state, Total Calls, Total Logged in Time, Total Work Time, Total Break Time, Average Handle Time, and Average Talk Time. The agents listed are John Defrooty, Danny Demmito, Esopita Robotussin, Geoffrey Consuella Bustanza, and Meaani Barze. The table also shows the number of agents available and on break.

Time in this state	Total Calls	Total Logged in Time	Total Work Time	Total Break Time	Average Handle Time	Average Talk Time
Available Agents 3 (Primary & Delay 1, Demand 2)						
0:56	3	09:39	02:07	00:00	2:24	3:02
John Defrooty - Support NZ						
10:01	4	10:00	01:45	19:41	2:02	
Danny Demmito - Support NZ - Name or number of the caller.						
4:42	42	2:14:03	14:27	00:00	3:31	4:22
Esopita Robotussin - External - Name or number of the caller.						
On Break 2						
0:23	1	09:41	00:00	00:00	5:54	5:09
Geoffrey Consuella Bustanza - Support NZ - Name or number of the caller.						
2:26	33	2:00:33	11:03	15:00	3:56	3:32
Meaani Barze - Internal - Name or number of the caller.						

EMOTION

NET PROMOTE SCORE

SURVEYS

SPEECH ANALYTICS

FEEDBACK SUCCESS RATE

REPORTING AND TIME OF CONVERSATIONS

USER FORUMS - LIKE BUTTONS AND SHARES & SOCIAL MEDIA HARVESTS

Measure Emotion – with soft evaluators

Challenge

Regulations from the Financial Conduct Authority (FCA) has shifted even greater emphasis on “treating customers fairly.”

Needed a solution to help Zinc debt recovery stay compliant in all of their dealings with customers.

Results

- ◆ Adds competitive advantage by indicating live during a call, when important or mandatory information has been missed or incorrectly stated.
- ◆ Live monitoring ensures the conversation is natural and not stilted
- ◆ Soft evaluators enables to tailor its own approach to engagement accordingly.
- ◆ Treating customers fairly to another level, moving beyond pure compliance to a closer, more empathetic engagement with the customer.



Solution

Real-Time Speech Analytics
Outbound Communicator

Real Time Speech Analytics Features



RequiredPhrases

For necessary phrases and keywords in calls.



GoodPhrases

Good but optional keys and phrases to mention.



BadPhrases

Bad phrases and keywords. Agents shall not use them!



DialogPairs

Question and answer checked together. Did the customer really agree with a clear "yes"?



Category

To categorize calls via phrases and keywords mentioned in close proximity.



ClearSpeaking

Checks clarity and tempo of speech.



Volume

Measure how loud the voice of the agent is heard.



StressLevel

Track the emotionality of agents and customers.



CrossTalking

Does the agent interrupt the customer? Or vice versa?



SpeechRatio

How much of a call is the agent speaking and how much the customer?



SignalQuality

Is there jitter on the line or does the signal clip or maybe there is noise?



DynamicRange

Does the voice not sound natural? Maybe a broken microphone or a second voice heard in the background.



A knowable qualitative approach

Challenge

EMH Group need to focus on engaging closely with your customers; helping them to resolve any issues and concerns they may have and providing the best possible customer service.

Results

- ◆ Monitoring the quality of service delivered and also to further develop the agents, and has backed this up by offering more staff training, particularly focused on customer care.
- ◆ Use wrap up codes to create reports to tell us how many calls we have matured and resolved and how many of each relate to either repairs or housing
- ◆ Use CTI integration to reduce the number of screens and applications your advisors need to use and you'll see productivity and efficiency benefits.”
- ◆ Right technology implemented to streamlined contact centre that can deal with queries received and whatever means of contact that is used



Solution

Communications Center including Quality Management Suite

Agent Evaluation and Scorecards

- ◆ Tool for consistently reviewing and improving call handling
- ◆ Integrated with agents' desktop
- ◆ Flexible scoring with success and failure question weighting
- ◆ Bookmarking of audio
- ◆ Easy to report on performance and trends

The image displays three overlapping screenshots of the Quality Management Suite 7.0 interface. The top-left screenshot shows the 'Evaluations' page for 'Michele Hawkins - Inbound Sales Call'. It displays a score of 0.00% and progress of 0.00%. The top-right screenshot shows the same evaluation page but with a score of 76.19% and progress of 100.00%. The bottom screenshot shows the 'Scorecards' page for 'Inbound Sales Call'. It includes a 'Scorecard Title' field with 'Inbound Sales Call', a 'Description' field with 'Use this scorecard to evaluate agents handling inbound sales calls.', and a 'Scorecard Category' dropdown set to 'Sales Team'. Below this, there are sections for 'Category' (set to 'Greeting') and 'Question' (set to 'Did the agent follow the greeting script?').

Another is the right people

Workforce Management has been able to reduce contact centre budgets by 30%, whilst maintaining targeted levels of service. The efficiencies add up everywhere and this has allowed increased coaching/ training times. Not surprisingly, employee turnover has dramatically fallen as a result



Top 5 Tips – for Performance Management Tools

1. Set simple clearly defined goals & ensure KPI's map directly to them
2. Measure your People – Process, Policies and Systems
3. Use customer Effort and NPS as part of your KPI matrix
4. Use speech analytics to help agents self monitor, train & stay compliant
5. Continuously review processes & make sure you have live alerts and feeds so you can change as things happen

